



CITY of BRISBANE

Zoning Administrator Meeting Agenda

Monday, May 03, 2021 at 11:00 AM • Virtual Meeting

This virtual meeting is compliant with the Governor's Executive Order N-29-20 issued on March 17, 2020 allowing for deviation of teleconference rules required by the Brown Act. Consistent with the Order, this virtual meeting provides a safe environment for staff, Zoning Administrator, and the public while allowing for public participation. The public may address the Commission using exclusively remote public comment options which are detailed below.

The Zoning Administrator may take action on any item listed in the agenda.

The Zoning Administrator Meeting will be an exclusively virtual meeting. Members of the public may view the meeting by logging into the Zoom webinar listed below. The agenda materials may be viewed online at www.brisbaneca.org/meetings.

Join Zoom Webinar: www.brisbaneca.org/webinar-za

Meeting ID: 990 7387 4104

Passcode: 005726

TO ADDRESS THE ZONING ADMINISTRATOR:

Members of the public are encouraged to submit written comments before the meeting to the project planner. For planner contact information, see posted public notices at:

<https://www.brisbaneca.org/cd/page/public-notice>

Members of the public who join the live Zoom webinar may address the Zoning Administrator in the meeting when called upon by the Zoning Administrator. Please use the "Chat" box in Zoom to alert staff that you want to address the Zoning Administrator. Any interested person is invited to attend and give testimony.

Members of the public may email or text comments **prior to the start of the particular agenda item** to the below email and text line:

Email: jrobbins@brisbaneca.org

Text: 415-519-1437

A call-in number is also available for those watching the meeting on Zoom for oral communications and public hearing items:

Phone Number: +1 (669) 900-9128

Meeting ID: 990 7387 4104

After entering the meeting ID and pressing #, simply press # a second time to enter the meeting waiting room. No participant code is required. Please wait to call until the Zoning Administrator and/or staff announces that the phone line is open. When you are let into the meeting, press *6 on your

phone to un-mute yourself before addressing the Zoning Administrator. To avoid feedback, please turn off the volume of the meeting broadcast on your TV or computer. You will still be able to hear the Zoning Administrator through your phone.

SPECIAL ASSISTANCE

If you need special assistance to participate in this meeting, please contact the Community Development Department at (415) 508-2120 in advance of the meeting. Notification in advance of the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

John A. Swiecki, AICP, Zoning Administrator

CALL TO ORDER

ORAL COMMUNICATIONS (Limited to a total of 15 minutes)

PUBLIC HEARING

- A. 33 Visitacion Avenue; Sign Review SR-1-21; NCRO-2 Neighborhood Commercial District;** Sign Review for one new illuminated wall sign measuring approximately 3.14 sq ft (24 inch diameter) in size for new tenant "Chef Reina." Stanley McCarthy, Sign City SF, applicant; Julie and Kim Bui, owners.

ADJOURNMENT

APPEALS PROCESS

Anyone may appeal the action of the Zoning Administrator/Community Development Director to the Planning Commission not later than seven (7) calendar days after the Zoning Administrator's/Community Development Director's action. An application form and fee is required to make a formal appeal. For additional information, please contact the Community Development Department at 415-508-2120.

If you challenge the application in court, you may be limited to raising only those issues you or someone else raised at the public hearing, described in this notice, or in written correspondence delivered to the Community Development Department at, or prior to, the public hearing.

INTERNET & OTHER ACCESS

Agendas for meetings of the Zoning Administrator are posted on the Internet at: www.brisbaneca.org/meetings. For a digital copy, please contact the Community Development Department.

NOTICE OF DISCLOSURE

Written information or comments that may include a person's name, address, email address, etc. submitted to the City, Zoning Administrator, and/or City staff are public records under the California Public Records Act, are subject to disclosure and may appear on the City's website.

File Attachments for Item:

A. 33 Visitacion Avenue; Sign Review SR-1-21; NCRO-2 Neighborhood Commercial District;
Sign Review for one new illuminated wall sign measuring approximately 3.14 sq ft (24 inch diameter) in size for new tenant “Chef Reina.” Stanley McCarthy, Sign City SF, applicant; Julie and Kim Bui, owners.

City of Brisbane

Zoning Administrator Agenda Report

TO: John Swiecki, Zoning Administrator For the Meeting of May 3, 2021

FROM: Jeremiah Robbins, Associate Planner

SUBJECT: 33 Visitacion Avenue; Sign Review SR-1-21; Sign Review of one new illuminated wall sign approximately 3.14 sq ft in size for new tenant Chef Reina; Stanley McCarthy, Sign City San Francisco, applicant; Julie and Kim Bui, owners.

REQUEST: The applicant requests approval for one new illuminated wall sign for tenant Chef Reina on the subject property. A public hearing by the Zoning Administrator is required for this application since the proposed sign will be illuminated.

RECOMMENDATION: Conditionally approve Sign Review SR-1-21 per the staff memorandum with attachments, including the findings and conditions of approval.

ENVIRONMENTAL DETERMINATION: New signs are categorically exempt from the provisions of the California Environmental Quality Act per Section 15311(a) of the State CEQA Guidelines. The exceptions to these categorical exemptions referenced in Section 15300.2 do not apply.

DISCUSSION AND ANALYSIS: The subject property is located within the first block of Visitacion, with a frontage of 30 linear feet and two separate, independent storefronts (33 and 35 Visitacion.). 33 Visitacion has a frontage of approximately 10 feet and the proposed illuminated wall sign would be installed in the middle of its primary façade.

The circular sign would measure 3.14 sq. ft. in area and materials include a 24 inch diameter white acrylic face with earthy, neutral tones for the logo and text with a three inch deep black aluminum return and interior LED lighting.

Findings

In order to approve a Sign Review application, the Zoning Administrator must be able to make three findings contained in Brisbane Municipal Code Section 17.36.060.D, as follows:

1. The sign conforms to the requirements of Table 17.36.020 and Figure 17.36.020A, unless specifically exempted by Chapter 17.36.

The proposal complies with this finding. With a frontage of 30 linear feet the property's maximum signage area is 30 sq. ft. per Table BMC 17.36.020. The applicant's proposal of 3.14 sq. ft. of sign

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area, combined with the 2.4 sq ft of sign area approved for 35 Visitacion Avenue on the Mama Mia awning is less than the maximum permitted.

2. The sign complies with all applicable City ordinances.

The proposal complies with this finding. Including the recommended conditions of approval, the proposal complies with all applicable City ordinances, including the requirement to obtain a building permit prior to sign installation.

3. The sign does not conflict with the building scale, colors, materials, architectural details and styles found in the specific neighborhood or area of the City in which the sign is proposed to be located.

The proposal complies with this finding. As indicated in the applicant's plans (Attachment C), the proposed white and earth-tone sign colors for the illuminated sign would complement the dark brown and olive green color palette of the subject storefront, and its relatively small size fits with the small-scaled frontage. The property is located on a block that includes a mix of other one to three-story commercial and residential structures with no unifying or common signage style. As such, the sign would not conflict with the building scale, colors, materials, architectural details, and styles in the neighborhood.

For illuminated or kinetic signs, the additional findings must also be made per BMC §17.36.060.D.5:

a. The sign does not produce glare;

The proposal complies with this finding. The proposed LED lighting would be installed internally within the aluminum returns, and would be comprised of several small LED units within. This internal illumination method would allow for even lighting without risk of glare.

b. The sign does not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties;

The proposal complies with this finding. Direct views of the sign would be limited to the residential apartment units located across the street at 34 Visitacion. The sign's relatively small size and proposed method of illumination it is not expected to have a significant impact in terms of light or glare. It would also be significantly more understated than the illuminated signage that currently exists along Visitacion Avenue, including the 23 Club (sign since removed), Julie's Liquor & Deli, Brisbane Inn, Brisbane Chiropractic, and Midtown Market. These include both neon and backlit signs. Lastly, though a new sign, the proposed sign replaces the previous tenant's illuminated sign (Star Box Food; approved under SR-2-08) and generally retains the same size and location as that previously approved sign.

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Motorists would not be significantly impacted by this sign given its small size and that it is to be a wall mounted sign. It would generally be viewed from an obtuse angle and also be partially screened from view by street trees.

The proposed method of interior LED illumination, coupled with its relatively small size and location on a wall, ensures that the sign will not present a distraction or hazard to passersby. Finally, condition of approval B.1 requires installation of a dimmer switch with the lighting controls to allow the sign's brightness to be adjusted should any unforeseen issues arise with sign brightness, and condition D prohibits flashing.

- c. The sign does not otherwise cause a public nuisance.

Considering the above analysis of the sign's compliance with all regulations of the Brisbane Municipal Code, its positive contribution towards the overall building aesthetics, lack of negative impact to existing residents and businesses and to vehicles and other passing traffic, and staff's recommended conditions of approval, the sign will not constitute a public nuisance.

Attachments:

- A. Draft findings and conditions of approval
- B. Aerial map of subject property
- C. Applicant's plans

**Draft Sign Review Permit SR-1-21
33 Visitacion Avenue**

Action Taken: Conditionally approve Sign Review Permit SR-1-21 per the staff memorandum for the Zoning Administrator hearing of May 3, 2021, subject to the following findings and conditions of approval.

SR-1-21 Findings of Approval:

1. The proposed 3.14 sq. ft. advertising sign area plus the existing 2.4 sq. ft. of signage for Mama Mia Pizza (on the same parcel) conforms to the requirements of Brisbane Municipal Code (BMC) Table 17.36.020 and Figure 17.36.020A-2, in that the combined sign area does not exceed the 30 sq. ft. maximum sign area allowed for this site.
2. The sign complies with all applicable City ordinances, given the conditions of approval.
3. The sign design, location, and materials complements the building scale, colors, materials, and architectural details and style of the subject building and those adjacent in the neighborhood.
4. The illuminated sign does not produce glare.
5. The illuminated sign does not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties.
6. The illuminated sign does not cause a public nuisance.

SR-1-21 Conditions of Approval:

- A. A building permit shall be obtained from the Brisbane Building Department prior to sign installation. The building permit shall not be issued until expiration of the seven day appeal period for this sign review application.
- B. The plans submitted for the building permit shall substantially conform to the size, locations, design, and materials indicated in the applicant's submittal (attached to the agenda report), with the following modification:
 1. The building permit plans shall specify that a dimmer switch shall be installed with the lighting controls the sign.
- C. The lighting shall be maintained so as to not cast glare onto surrounding streets or neighboring properties, to not cause a distraction to neighboring properties, or otherwise constitute a public nuisance.
- D. The sign lightning shall not flash.
- E. Minor modifications may be approved by the Planning Director in conformance with all requirements of the Municipal Code.
- F. This Sign Review approval shall expire one year from the date of approval if the signs have not been installed by that date.

**Aerial Map of Subject Property
33 Visitation Avenue, Brisbane**



A.

COLOR VALUES:

RGB

161 86 28

HEX/HTML

A1561C

CMYK

0 64 100 32

Pantone 160 C - "Chef Reina" Lettering

COLOR VALUES:

RGB

205 167 136

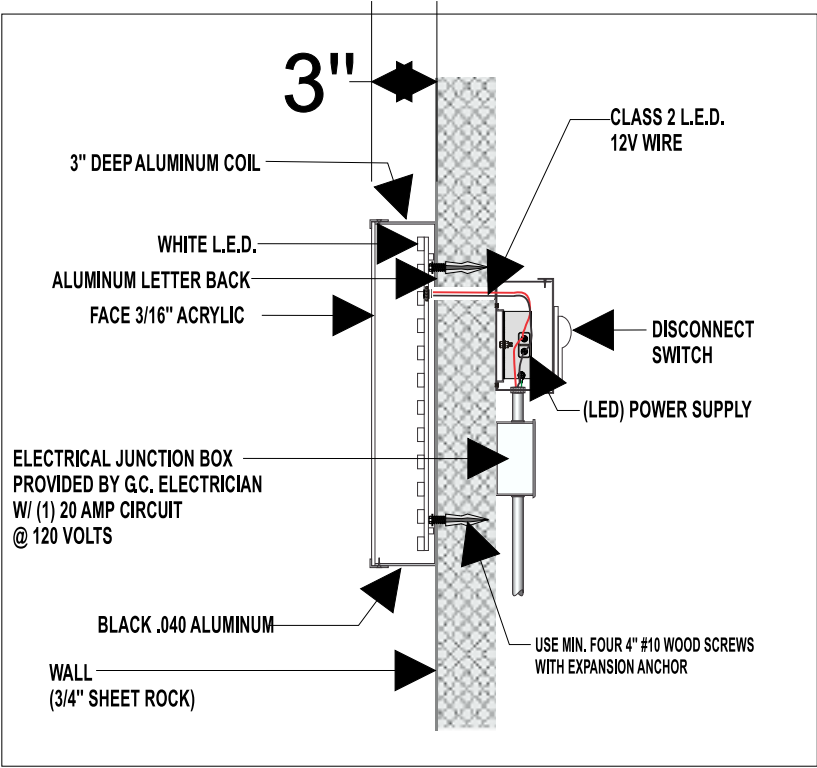
HEX/HTML

CDA788

CMYK

12 30 40 3

Pantone 4665 C - Border Graphic



ELECTRICAL REQUIREMENTS

(1) 120V 20A DEDICATED CIRCUIT

IMPORTANT NOTE

ELECTRICAL PRIMARY CIRCUITS MUST BE DEDICATED ISOLATED CIRCUITS PROVIDED BY CLIENT OWNER.

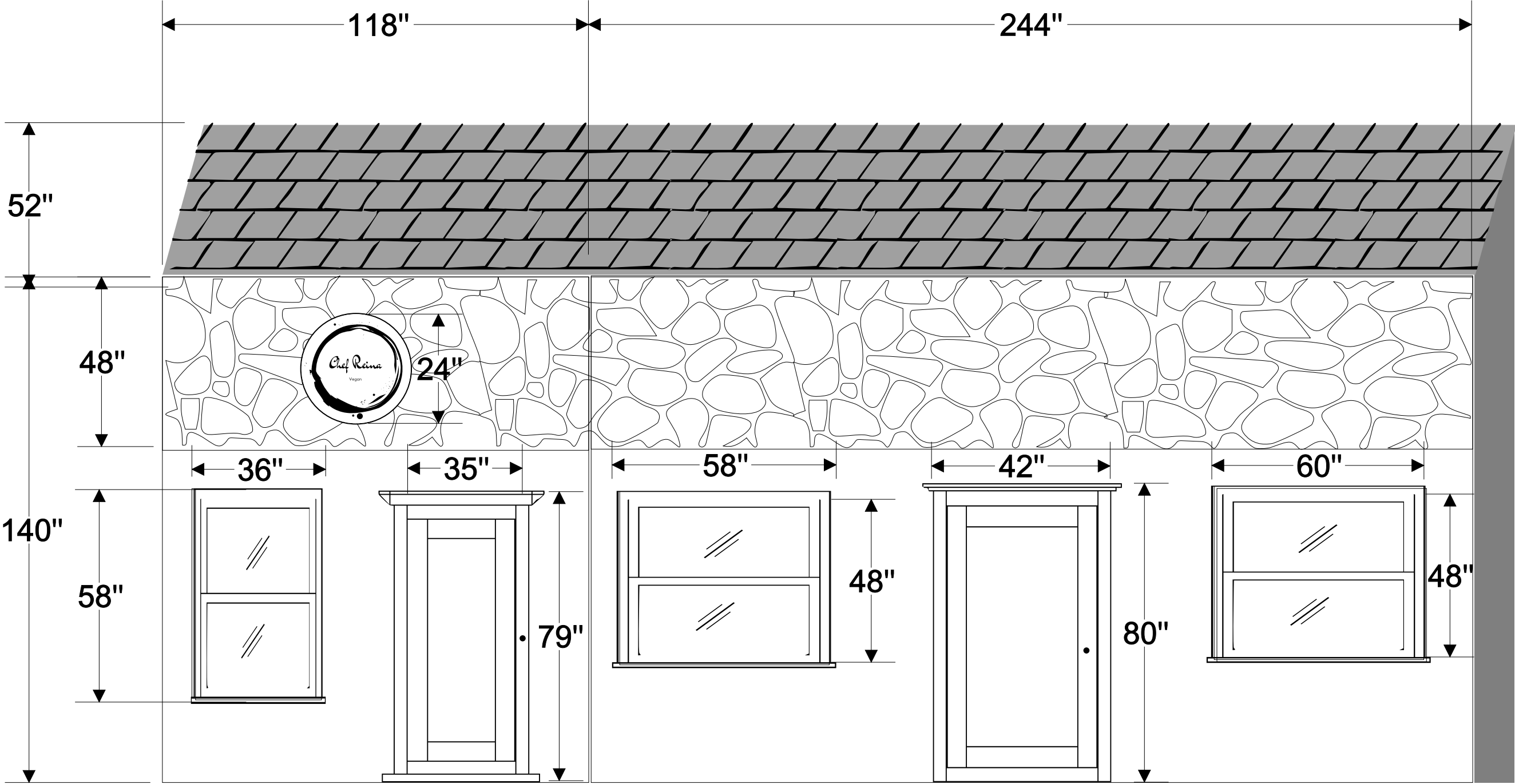
G.C. TO PROVIDE ACCESSIBILITY TO REMOTE TRANSFORMERS AND OR BALLASTS FOR INSTALL AND SERVICE.

FINAL ELECTRICAL HOOK UP BY OTHERS.

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS AS PER N.E.C. 2008 ART600.6 F.B.C. ELECTRIC CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES THE PROPER GROUNDING AND BONDING OF SIGN.

DESCRIPTION:
FABRICATE AND INSTALL (1) 24" CIRCLE LOGO ALUMINUM CHANNEL.
LOGO WILL BE INTERNALLY ILLUMINATED BY LOW VOLTAGE L.E.D.
LOGO WILL HAVE A 3" RETURN W/ .040 ALUMINUM BACKING AND 3/16" WHITE ACRYLIC FACE.

<div><div><div>SIGN CITY</div><div>SAN FRANCISCO</div><div>9</div><div>415.550.8955</div></div></div>	JOB NAME	CHEF REINA	CONTACT	STANLEY	PLEASE REVIEW ALL DETAILS TO ENSURE ACCURACY	
	ADDRESS	33 Visitacion Ave	CONTACT#	650.430.3902	<input type="checkbox"/>	APPROVED AS SHOWN
	CITY	brisbane	CA LIC. #	988692	<input type="checkbox"/>	APPROVED WITH CHANGES NOTED
	STATE	CA	DATE	3/2/2021	<input type="checkbox"/>	MAKE CHANGES AS NOTED AND SUBMIT NEW PROOF
	ZIP CODE	94005	CUSTOMER SIGNATURE:			DATE:
	PHONE #					



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	ZIP CODE	94005	CUSTOMER SIGNATURE:		DATE:	
PHONE #						

A.



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